



WLS-TV CHICAGO
190 NORTH STATE STREET
CHICAGO IL 60601

Acknowledgment of Agreement Between WLS-TV CHICAGO and

DATE: 11-03-2012 PAGE: 1 of 4

MEDIA PLACEMENT TECHNOLOGIES - 5496
ATTN: NICOLE MEADE
500 N. WASHINGTON ST.
ALEXANDRIA VA 22314

Contract No 404230	Contract Dt 10-31-2012	Revision Dt 11-02-2012	Rev# 5	Advertiser NOW OR NEVER INC	Brand NOW OR NEVER PAC	Product Code POLITICALS								Station/Market WLS - CHICAGO					
Agency Est#			CMS # 247613	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 11-01-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247613				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
1	11-01-2012	11-04-2012	10:00PM - 11:00PM	LN ORBIT:NEWS M-F1000-1035P;SU 1000P-1100P			1	30					1	1	1	3	5,800	3	17,400.00
2	11-01-2012	11-02-2012	05:00AM - 06:00AM	MORN NEWS: 5-6A M-F (5510)			1	30					1	1		2	1,000	2	2,000.00
3	11-01-2012	11-02-2012	06:00AM - 07:00AM	MORN NEWS: 6-7A M-F (5511)			1	30					1	1		2	2,000	2	4,000.00
4	11-01-2012	11-02-2012	07:00AM - 09:00AM	MORN NEWS/GMA: 7-9A M-F (5512)			1	30					1	1		2	2,300	2	4,600.00
5	11-01-2012	11-02-2012	11:00AM - 12:00PM	DAYTIME/ NEWS: 11-12NOON DAYTIME M-F (5516)			1	30					1	2		3	1,100	3	3,300.00
6	11-01-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS M-F 4-5P (8499)			1	30					1	1		2	2,200	2	4,400.00
7	11-01-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS: 6-630P M-F (5524)			1	30					1	1		2	4,500	2	9,000.00
8	11-01-2012	11-02-2012	06:26PM - 06:56PM	ACCESS: WHEEL M-F 628P-7P (5525)			1	30					1	1		2	5,000	2	10,000.00
9	11-01-2012	11-02-2012	10:35PM - 11:02PM	LF/NEWS: NIGHTLINE: M-F 1035-1104P (5527)			1	30					1	1		2	2,800	2	5,600.00
10	11-03-2012	11-03-2012	06:00AM - 07:00AM	WEEKEND/ MORN NEWS: SAT 6-7A (5552)			1	30							1	1	400	1	400.00
11	11-03-2012	11-03-2012	08:00AM - 09:00AM	WEEKEND EARLY MORN NEWS: SAT: 8-9A (10600			1	30							1	1	1,000	1	1,000.00
12	11-03-2012	11-03-2012	06:30PM - 06:56PM	WEEKEND/ACCESS: SAT WHEEL 630-7P (5560)			1	30							1	1	2,800	1	2,800.00
13	11-04-2012	11-04-2012	06:00AM - 07:00AM	WEEKEND/ MORN NEWS: SUN 6-7A (5553)			1	30								1	400	1	400.00
14	11-04-2012	11-04-2012	08:00AM - 09:30AM	WEEKEND/MORN NEWS: SUN 8-930AM/8-10A EFF			1	30								1	800	1	800.00
15	11-01-2012	11-01-2012	07:00PM - 10:00PM	SPECIALS: PRIME:TH: CMA "COUNTRY MUSIC AV			1	30					1			1	20,000	1	20,000.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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MEDIA PLACEMENT TECHNOLOGIES - 5496
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Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
404230	10-31-2012	11-02-2012	5	NOW OR NEVER INC	NOW OR NEVER PAC	POLITICALS	WLS - CHICAGO

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing							Package	Contract Title		
			247613	PHILADELPHIA	D. PARKER	11-01-2012	11-04-2012	M (Broadcast Month, Cycle 1)							N	247613		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
16	11-02-2012	11-02-2012	09:00PM - 10:00PM	PRIME:FRI: 9-10P/20/20 (5614)	1	30					1			1	8,000	1	8,000.00	
17	11-03-2012	11-03-2012	10:30PM - 11:30PM	LN: SAT LATE NEWS FLLWNG FOOTBALL (12298)	1	30						2		2	1,800	2	3,600.00	
18	11-01-2012	11-04-2012	10:00PM - 11:00PM	LN ORBIT:NEWS M-F1000-1035P;SU 1000P-1100P	1	30				1	2		3	6	5,800	6	34,800.00	
19	11-02-2012	11-02-2012	05:00AM - 06:00AM	MORN NEWS: 5-6A M-F (5510)	1	30					2			2	1,000	2	2,000.00	
20	11-02-2012	11-02-2012	06:00AM - 07:00AM	MORN NEWS: 6-7A M-F (5511)	1	30					2			2	2,000	2	4,000.00	
21	11-02-2012	11-02-2012	07:00AM - 09:00AM	MORN NEWS/GMA: 7-9A M-F (5512)	1	30					2			2	2,300	2	4,600.00	
22	11-02-2012	11-02-2012	11:00AM - 12:00PM	DAYTIME/ NEWS: 11-12NOON DAYTIME M-F (5516	1	30					2			2	1,100	2	2,200.00	
23	11-02-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS M-F 4-5P (8499)	1	30					2			2	2,200	2	4,400.00	
24	11-02-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS: 6-630P M-F (5524)	1	30					1			1	4,500	1	4,500.00	
25	11-02-2012	11-02-2012	06:26PM - 06:56PM	ACCESS: WHEEL M-F 628P-7P (5525)	1	30					2			2	5,000	2	10,000.00	
		Cr Resolved 11-02-2012	Rate Reason 5,000 CRDT RESOLV															
		Total:	5,000											Credit Resolved Total:		-1	-5,000.00	
26	11-03-2012	11-03-2012	06:00AM - 07:00AM	WEEKEND/ MORN NEWS: SAT 6-7A (5552)	1	30						1		1	400	1	400.00	
27	11-03-2012	11-03-2012	08:00AM - 09:00AM	WEEKEND EARLY MORN NEWS: SAT: 8-9A (10600	1	30						2		2	1,000	2	2,000.00	
28	11-03-2012	11-03-2012	06:30PM - 06:56PM	WEEKEND/ACCESS: SAT WHEEL 630-7P (5560)	1	30						1		1	2,800	1	2,800.00	
29	11-04-2012	11-04-2012	06:00AM - 07:00AM	WEEKEND/ MORN NEWS: SUN 6-7A (5553)	1	30							1	1	400	1	400.00	

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Contract No 404230		Contract Dt 10-31-2012	Revision Dt 11-02-2012	Rev# 5	Advertiser NOW OR NEVER INC		Brand NOW OR NEVER PAC			Product Code POLITICALS				Station/Market WLS - CHICAGO					
Agency Est#			CMS # 247613	Sales Office PHILADELPHIA	Account Executive D. PARKER		Start Date 11-01-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 247613				
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
30	11-04-2012	11-04-2012	08:00AM - 09:30AM	WEEKEND/MORN NEWS: SUN 8-930AM/8-10A EFF			1	30							1	1	800	1	800.00
31	11-03-2012	11-03-2012	10:30PM - 11:30PM	LN: SAT LATE NEWS FLLWNG FOOTBALL (12298)			1	30						2		2	1,800	2	3,600.00
32	11-02-2012	11-02-2012	05:30PM - 06:00PM	EARLY NEWS: WORLD NEWS TONIGHT 530P-600P			1	30					1			1	4,500	1	4,500.00
		Cr Resolved 11-02-2012	Rate Reason 4,500 CRDT RESOLV																
		Total:	4,500													Credit Resolved Total:		-1	-4,500.00
33	11-04-2012	11-04-2012	05:30PM - 06:00PM	WEEKEND: EARLY NEWS: SA-SU 5P-630P (5558)			1	30							1	1	4,500	1	4,500.00
34	11-03-2012	11-03-2012	06:00PM - 10:30PM	*M-SU 6P-1035P ROT./ACCESS/WHEEL/PRIME/LN			1	30						1		1	7,000	1	7,000.00
35	11-04-2012	11-04-2012	06:00PM - 07:00PM	PRIME:SUN: 6-7P AFV/VAR (5616)			1	30							1	1	6,000	1	6,000.00
36	11-04-2012	11-04-2012	09:30AM - 10:30AM	WK/MORN NEWS: SU THIS WEEK 927-1030A/10-11			1	30							1	1	5,000	1	5,000.00
37	11-02-2012	11-02-2012	09:00PM - 10:00PM	PRIME:FRI: 9-10P/20/20 (5614)			1	30					X			1	8,000	1	8,000.00
38	11-04-2012	11-04-2012	06:00AM - 07:00AM	WEEKEND/ MORN NEWS: SUN 6-7A (5553)			1	30							X	1	400	1	400.00
39	11-04-2012	11-04-2012	07:00AM - 08:00AM	WEEKEND/MORN NEWS: GMA SUN 7-8A (5557)			1	30							X	1	1,100	1	1,100.00
40	11-02-2012	11-02-2012	10:35PM - 11:02PM	LF/NEWS: NIGHTLINE: M-F 1035-1104P (5527)			1	30					1			1	2,800	1	2,800.00
41	11-04-2012	11-04-2012	09:00PM - 10:00PM	PRIME:SUN: 9 -10P : 666 PARK AVE.(SP) 9/30 (5615)			1	30							X	1	7,000	1	7,000.00
42	11-03-2012	11-03-2012	11:00AM - 02:30PM	SPORTS: FOOTBALL SAT COLLEGE 1058A-600P			1	30						X		1	3,300	1	3,300.00

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Agency Est#			CMS # 247613	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 11-01-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 247613						
Line	Start Date	End Date	Time Period	Description					RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
																		Contracted Gross Total:		67	223,400.00
																		Actual Gross Total:		65	213,900.00
																		Agency Commission:			32,085.00
																		Net Total:			181,815.00
Month/YR			Preempted	Made Good		Contract Total			Adjustments										Actual Total		
Nov 12			0.00	0.00		223,400.00			9,500.00 CR										213,900.00		
TOTAL			0.00	0.00		223,400.00			9,500.00 CR										213,900.00		

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